Audience Profile Sheets

Instructions

Step 1: Identify the intended audience for an upcoming communication effort below. Try to avoid something like “general audiences” and get as specific as possible with this intended audience.

Step 2: Now consider the following characteristics as they relate to the audience for your communication effort.* Aim to create a “snapshot” of your audience based on these characteristics. (You can find a glossary of these terms on the reverse.) Note where you have questions or feel that you might need additional information.

Expertise	Experiences	Contexts	Interests
Barriers	Strengths	Motivations	Risks
Authority	Influence	Resources	Capacity

Glossary of People Characteristics

Understanding	Expertise	relevant knowledge and skills that may be brought to bear in a certain situation
	Experiences	An individual's lived events that form the basis for subjective interpretations and shape their understanding of the world, beliefs, values, attitudes, and behaviors
	Contexts	past historical or contemporary social experiences or memories of any of the groups to which an individual ascribes belonging that an individual brings to bear in a particular instance; includes any previous histories in working with the other stakeholders (whether healthy, neutral, toxic, or traumatic)
	Interests	ideas and/or areas of potential activity that an individual finds meaningful or compelling, and which may drive effort
	Barriers	obstacles that impede progress, whether external given one's environment or context, internal given preexisting mental schemas, or both
Assets and Liabilities	Strengths	one’s attitudes, skills, knowledge, or experiences that prove relevant or helpful to the engaged relationship
	Motivations	a desire or willingness to do something, as well as why you might want to do something based on one’s identity and understandings
	Risks	the possibilities of being exposed to danger, harms, losses, or traumas
	Authority	the formal right of an individual to make decisions, offer permission, and/or enforce obedience
	Influence	the informal capacity to have an effect on another’s attitudes or behaviors and/or guide on a process or outcome
	Resources	tangible materials, including funding, that an individual can contribute to a particular situation or relationship, such as a public engagement partnership
	Capacity	intangible assets, including internal attributes such as potential for creativity and external attributes such as time availability, that inform an individual's level of participation in an engagement or relationship